

TO: Field Sales Force

SUBJECT: National Business Review

Sales Promotions & Communications is very excited to introduce the first edition of the monthly National Business Review. This Review was created as part of Trade Marketing's efforts to improve communication with the Field Sales Force and to share business knowledge.

The Review will keep you up-to-date each month on the "state of the industry." This will be done in two sections: 1) *PM USA Results* and 2) *Industry at a Glance*. The *Feature of the Month* will provide new insights into current trends, as well as a fresh perspective on the tobacco industry. Keep your eye out for the quarterly editions! Corporate Affairs will highlight major news on the federal and state level. We will also keep you informed about key organizational changes.

We hope this Review becomes a business reference tool that will assist you in fact-based selling and day-to-day decision-making. Use your expanded knowledge to educate retailers more fully about Philip Morris and the industry and to improve communications with retailers.